

ABSTRACT

Bus Rapid Transit is a land transportation mode available in several major cities in Indonesia. One of these BRTs is Trans Banyumas which has been operating in Banyumas since 2021. The launch of the BRT coincided with the COVID-19 pandemic, where the government carried out the PPKM policy, and many public modes of transport experienced a decrease in the number of passengers. In addition, many passengers do not want to use public transportation for fear of contracting the COVID-19 virus. This study aims to determine the level of satisfaction of BRT Trans Banyumas passengers during the COVID-19 Pandemic and provide service recommendations for BRT that need to be improved based on perceptions. The quantitative method uses a descriptive statistical approach and data processing with ANOVA. The results show that BRT service variables, including tangibles, reliability, safety, empathy, responsiveness, pandemic, and digital technology, affect passenger demographic factors. Furthermore, digital technology variables need to be improved, especially the Friends Bus application system related to location tracking and information about COVID-19. The suggestion can be used to enhance BRT service operators to improve Trans Banyumas Bus Rapid Transit services during a pandemic and post-pandemic

Keywords: *COVID-19, Banyumas, BRT, Service, Trans Banyumas*